What is Claimed:

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1   1.   A method of navigating within a web site, comprising the steps of:

2   installing a direction indicator relative to a link shown on a web page within the web

3   site;

4   surfacing said direction indicator prior to selection of said link in order to inform the

5   user whether said link is forward or backward within said web site.

       2.   The method of Claim 1, wherein said step of installing a direction indicator includes

       installing an arrow.

       3.   The method of Claim 2, wherein said arrow points upward to indicate movement

       backward and said arrow points downward to indicate movement forward within the web site.

1   4.   The method of Claim 1, wherein said step of surfacing said direction indicator

2   comprises hovering a pointing device over said link.

1   5.   The method of Claim 1, wherein said step of installing further includes the step of

2   providing the user with a toggle capability to only allow an indicator in one direction.

1   6.   The method of Claim 1, wherein said step of installing comprises the step of extending

2   an HTML tag language by addition of an attribute for an HTML BODY tag.

1   7.   A system for navigating within a web site, comprising:

2   means for installing a direction indicator relative to a link shown on a web page within the

3   web site;

4   means for surfacing said direction indicator prior to selection of said link in order to inform

5   the user whether said link is forward or backward within said web site.

1   8.   The system of Claim 7, wherein said means for installing a direction indicator includes

2   means for installing an arrow.

1   9.   The system of Claim 8, wherein said arrow points upward to indicate movement

2   backward and said arrow points downward to indicate movement forward within the web site.

1   10.   The system of Claim 7, wherein said means for surfacing said direction indicator

2   comprises means for hovering a pointing device over said link.

1   11.   The system of Claim 7, wherein said means for installing further includes means for

2   providing the user with a toggle capability to only allow an indicator in one direction.

1   12.   The system of Claim 7, wherein said means for installing comprises means for

2   extending an HTML tag language by addition of an attribute for an HTML BODY tag.

1   13.   A computer program product recorded on computer readable medium for navigating

2   within a web site, comprising:

3   computer readable means for installing a direction indicator relative to a link shown on a web

4   page within the web site;

5   computer readable means for surfacing said direction indicator prior to selection of said link

6   in order to inform the user whether said link is forward or backward within said web site.

1   14.   The program product of Claim 13, wherein said computer readable means for

2   installing a direction indicator includes computer readable means for installing an arrow.

1   15.   The program product of Claim 14, wherein said arrow points upward to indicate

2   movement backward and said arrow points downward to indicate movement forward within the web

site.

1   16.   The program product of Claim 13, wherein said computer readable means for

2   surfacing said direction indicator comprises computer readable means for hovering a pointing device

3   over said link.

1   17.   The program product of Claim 13, wherein said computer readable means for

2   installing further includes computer readable means for providing the user with a toggle capability

3   to only allow an indicator in one direction.

1   18.   The program product of Claim 13, wherein said computer readable means for

2   installing comprises computer readable means for extending an HTML tag language by addition of

3   an attribute for an HTML BODY tag.